

REPORT OF THE N.U.E.A. COMMITTEE ON RADIO

MAY 1941

PROGRESS

Reports from member institutions of the N.U.E.A. as well as from non-member institutions indicate steady progress in the following features of educational broadcasting:

- A greater emphasis upon program production.
- Establishment of radio libraries.
- Establishment of courses in radio broadcasting and its use.
- Increased use of recordings.
- Organization of councils for cooperative production of broadcasts.
- Better cooperation between schools and commercial stations.
- An increasing recognition of university obligation in broadcasting field.
- Establishment of adequate broadcasting staffs and radio budgets.
- Improved publicizing of programs.
- Establishment of local studios for radio work shops, both as training centers and producing centers.

ROCKY MOUNTAIN RADIO COUNCIL

This is a formal organization of 27 institutions and agencies in Colorado and Wyoming for cooperative production of broadcasts. The Council is financed by funds from foundations as a demonstration in cooperation. The Council has finely equipped studios and offices at 21 East 18th Avenue, Denver. The Council assists members in the following ways:

- Gives expert advice and counsel.
- Clears copyrights.
- Makes recordings at central studio or on campus with portable equipment.
- Contacts broadcasting stations.
- Maintains booking service for broadcasts.
- Maintains radio library.
- Trains broadcasters, gives auditions.
- Publicizes council program.
- Edits scripts.
- Rehearses broadcasts.
- Conducts listener surveys.
- Operates transcription exchange for schools.

The Council started operations November 1, 1939. In the first nine months, 795 Council broadcasts were participated in by 16 institutions and agencies. In July, the Council, following audience surveys, was granted funds for three-year extension of the demonstration. Experience of the nine months' test period was highly satisfactory. Producers and broadcast stations cooperated well. The cooperative production of broadcasts is resulting in a rich program for the region without undue burden upon any of the producing agencies. The Council is stimulating local organization, the establishment of local studio

laboratories, and is creating general public interest. Although only a year old, the Council has demonstrated a practical means for cooperation between broadcasters and commercial broadcasting stations of which there are 19 in Colorado and Wyoming. The Council will be pleased to answer inquiries, send detailed reports or give consultant service to any institutions desiring it. A. G. Crane, Laramie, Wyoming, is President of the Council, and Robert B. Hudson, Denver, is Director.

FEDERAL RADIO EDUCATION COMMITTEE

Under the leadership of Commissioner John W. Studebaker, the Federal Radio Education Committee has established active radio service. Members of the association are undoubtedly receiving the service bulletin of the FREC describing the enlarged activities. This monthly periodical gives much valuable civic broadcasting news. The Office of Education is also maintaining a useful script exchange. Radio monographs and books are sold and distributed by FREC. A fine series of scripts, very opportune in these times, is available on radio and national defense.

NATIONAL COMMITTEE ON EDUCATION BY RADIO

The Committee has continued its program this year. The bulletin, "Education by Radio," has been issued and distributed to a mailing list of ten thousand leaders in radio. The office in New York has been continued and serves as a clearing house for educational broadcasting information. The major objective of the Committee in the past year has been the promotion of cooperative radio councils. The cooperative idea is spreading and councils are in process of establishment in many states and regions.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

The National Association of Educational Broadcasters continues its activities and service. This organization maintains continuous contact with its membership, exchanging information, reports of experiments and devices, and in general serves as a clearing house for information among its members.

RESEARCH

In many institutions research projects are under way. As institutions progress in broadcasting, research is found necessary for guidance of programs. A new method for testing listener response has been developed in Wyoming through the cooperation of the public schools. The results of his research have been reported in a recent volume by Dr. Paul F. Lazarsfeld. Radio is accumulating a large and useful library.

UNITED STATES DEPARTMENT OF AGRICULTURE

The National Farm and Home Hour continues to be one of America's leading broadcast series. Many of our agricultural colleges have cooperated during the past year and this cooperation will be extended.

NATIONAL ASSOCIATION OF BROADCASTERS

The National Association of Broadcasters, under the aggressive leadership of President Neville Miller, is continuing its work on code of standards and its campaign for more freedom in the use of copyright material.

INSTITUTES AND CONFERENCES ON EDUCATION BY RADIO

During the past year, the number of institutes and conferences on education by radio has definitely increased. In addition to the Twelfth Annual Institute for Education by Radio held at Ohio State University, the Fourth Annual School Broadcast Conference held in Chicago, the Fourth Annual KSTP Conference on Educational Broadcasting held at Minneapolis, a Conference on Applied Radio was inaugurated at the State University of Iowa, a similar conference was set up at the University of Texas, and others, regional or statewide in scope, were held or have been planned. In addition, at various national and state meetings of school administrators, of teachers of speech, of teachers of journalism and of English teachers, radio sections have been added to the program.

ULTRA-HIGH FREQUENCIES AND FREQUENCY MODULATION

These two subjects were covered so thoroughly in chairman Keller's report of last year that it is unnecessary to comment further here.

The Education by Radio bulletin of the National Committee on Education by Radio, the Service Bulletin of the F.R.E.C., and the News Letter on radio, the press, and motion pictures published at Ohio State University have kept educators informed about applications for these frequencies and their use by schools. New York City, Cleveland, and Kentucky are, of course, outstanding examples of the development in this area of radio.

ROLL CALL OF N.U.E.A. STATES

ALABAMA - Programs of educational and entertainment value, classes in radio script writing, and the development of a curriculum in training for the various fields of radio are outstanding features of the past year at the University of Alabama. Radio operation is in the Extension Division, the radio arts curriculum is in a department of the College of Arts and Sciences. The three major state supported institutions in Alabama - the University of Alabama, Alabama Polytechnic Institute, and Alabama College - own radio station WPI, Birmingham, but for many years have operated it under a lease. Broadcasting has been by wire through this station or through a commercial station WJRD, located at Tuscaloosa. A modern studio suite has been built in the Alabama Union.

ARIZONA - The University has a radio studio on the campus but does not own a broadcasting station. NBC and CBS networks have stations in Tucson and they allow from fifteen minutes to an hour per day. Radio service is a part of the general University Extension service. A Radio Council consists of representatives from each of seven undergraduate colleges.

ARKANSAS - The University does not own or operate a radio station. The class in radio speech dramatized incidents in history of Arkansas for presentation over commercial station. Agricultural editor sends daily manuscript to all radio

stations in the state. County and Home Demonstration agents make scheduled appearances over radio stations. Special broadcasts are presented for 4H Achievement Day and Better Homes Week.

CALIFORNIA - The University of California has continued its series of radio broadcasts by "The University Explorer", and its daily agricultural program in various localities of the state. During the past year, at the request of NBC, President Sproul made an effort to organize a California Radio Council with the Berkeley and Los Angeles campuses of the University of California, Stanford University, California Institute of Technology, and the University of Southern California as charter members. These institutions and NBC were to contribute comparable sums to the budget of the council for a trial period of four years. The trustees of Stanford, California Institute of Technology, and the University of Southern California, however, did not see their way clear to contribute the necessary funds at present for the council plan.

COLORADO - The University formerly had its own broadcasting station, but for the past ten or twelve years has broadcast over Denver stations. A Radio Committee of approximately ten members, representing various departments of the University, plans the programs on subjects which will be of interest and value to people of the state. During the past year the University has cooperated extensively with the Rocky Mountain Radio Council and has produced several excellent series of programs.

FLORIDA - The University of Florida station, WRUF, under the direction of Major Garland Powell, continues to make its influence felt both in educational and commercial radio circles.

GEORGIA - The School of Journalism offers one course in radio. Journalism students write, prepare and broadcast programs from the studios of WGAV, local commercial station. A studio-laboratory has been constructed, equipment for which was donated by newspapers. Regents of the University System have set up a reward known as the Georgia Foster Peabody Radio Award. Broadcasts will now originate in the studio-laboratory as projects of the radio class and of the student radio club.

HAWAII - The University of Hawaii has continued to use local commercial stations for its broadcasts. The departments which contribute to its radio program are Adult Education, Agricultural Extension, and the Agricultural Experiment Station.

ILLINOIS - Station WILL, owned and operated by the University of Illinois, reports the most successful year of its history, averaging 10 hours daily of operation during week days. Thirty-seven courses were broadcast direct from the classroom. Programs of panel-discussion or round-table type were continued. Special programs were arranged in the field of education. A noon-day farm program was presented by the College of Agriculture every week-day, supplemented by special broadcasts. Special events and sports events were broadcast, professional colleges participated in the program, and more than 1500 editorials were read in "The Illinois Editorial Review". Additional personnel is needed as well as office and studio space. Professor R. B. Browne is chairman of the Radio Advisory Committee and Mr. Josef F. Wright is Director of the Station.

INDIANA - During the past year, three weekly programs have been carried over WIRE, Indianapolis, entitled "The Editorial of the Air", a round-table discussion,

and a half-hour variety program consisting of drama, music and interviews. The Indiana University ensemble, consisting of classical and semi-classical music, has been used by the Mutual Broadcasting System as a regular weekly chain program. The Ninth Central Radio Conference, designed to secure constructive criticism of educational programs and to determine how mutual cooperation could be developed, was held on the campus last June. Courses are conducted in radio broadcasting, script writing, radio in education and research in radio. New headquarters with the most modern type of equipment, studios, and radio facilities have recently been secured. Mr. Robert E. Allen is director of radio programs, and Professor Lee Norvelle is responsible for administrative details.

IOWA - Radio Station WSUI, at the State University of Iowa, Iowa City, has, during the past year, completed the installation of new transmitting equipment and directional antennae with a power of 5000 watts day and 1000 watts night. An application is on file with the F.C.C. to increase the night-time power to 5000 watts. A new three story building devoted entirely to broadcasting has been erected with new equipment following the latest engineering practice. Total expenditure for the project has been approximately \$137,000. In connection with the dedication of the new WSUI studios and transmitter last October, outstanding figures in radio throughout the nation attended a three day Conference on Applied Radio at Iowa City. The Station broadcasts approximately thirteen and a quarter hours daily. Professor Bruce E. Mahan is Chairman of the Radio Board and Carl Menzer is Director of the Station.

Station WOI at Iowa State College occupies new quarters in a new building on the campus at Ames and uses a new 5KW, RCA transmitter and 400 foot vertical antenna. Under the direction of W. I. Griffith, station WOI continues its high rank among educational broadcasting stations. WSUI and WOI cooperate on the radio child study program and other broadcasts of mutual interest.

KANSAS - The University of Kansas owns and operates its own station, KFKU, which shares time with WREN, a regional station affiliated with the NBC Blue Network. KFKU is on the air an average of six hours per week during the school year. During the past year the station broadcast 585 different programs, involving 35 different departments and eight colleges of the University. Faculty members presented approximately seventy per cent of the total number of programs.

Kansas State College owns and operates station KSAC which shares time with station WIBW at Topeka. Dean H. G. Umberger, Director of Extension at Kansas State College is Vice Chairman of the National Committee on Education by Radio and Chairman of the Radio Committee of Land Grant Colleges. Under his direction, station KSAC continues to do a good job of educational broadcasting.

KENTUCKY - University of Kentucky programs are broadcast regularly over the Mutual Broadcasting System, six carried from coast-to-coast; the Southern Network; WHAS, Louisville; WLW, Cincinnati; and WLAP, Lexington. The School of the Air is presented five days a week. Five fifteen minute agricultural programs are presented weekly, and many special features originating in the University of Kentucky studios. In order to make the University and its radio features available to people living in the more remote regions of Kentucky, the University has set up and equipped 38 listening centers with funds donated by public spirited organizations and individuals. As an experiment in testing the value of a controlled educational and cultural radio system in the Kentucky mountains, the University of Kentucky has established a 100 watt station, WBKY, at Beattyville, to be

operated in close cooperation with the Lee County Board of Education. Each of the 54 schools in Lee County will be equipped with receivers. The University of Kentucky College of Education has carefully developed a thirty-minute program to be broadcast to Lee County schools each day of the week designed to supplement the students' regular work. In addition, broadcasts will include news, agriculture, homemaking, health, weather, time, and numerous other services. Mr. Elmer G. Sulzer is Director of Radio Activities.

LOUISIANA - Louisiana State University reports a general improvement in broadcast techniques and programs following a special twelve weeks course in broadcasting for agricultural extension staff workers who participate in numerous broadcasts presented by the Extension Division.

MICHIGAN - During the past year the University of Michigan presented 19 radio programs over three commercial stations: WJR, Detroit; WCAR, Pontiac; WMBC, Detroit. These stations provided their facilities free, the University paying telephone tolls on programs to the station's transmitter. The University Broadcasting Service is an adjunct of the University Extension Service. It is under the control of a University Committee on Broadcasting and its Director since 1925 has been Professor Waldo Abbot. The facilities are used by students in the Department of Speech. Classes in the fundamentals of radio, radio dramatics, radio writing, radio speech, and laboratory in the recording and reproduction of speech are offered. The University has been granted authority for a frequency modulation station but the application has not been filed.

MINNESOTA - The University of Minnesota has its own radio station, WLB. It is administered as a department of the Extension Division with Richard R. Price, director of the General Extension Division and Richard Paulu, manager of WLB, in charge. University lectures, courses broadcast from the classroom, musical programs and miscellaneous educational programs are regular features. The University School of the Air, carried over the North Central Broadcasting System, a regional network of ten stations in Minnesota and North and South Dakota, had over 50,000 classroom listeners each week of the past year.

MISSOURI - The College of Agriculture at the University of Missouri presents a fifteen minute program devoted to timely discussions of farm problems daily except Sunday over several Missouri stations.

Washington University reports increased radio activity on the campus. Programs are presented regularly over KMOX, a local CBS station; over KSD, the local NBC station on the Red Network; and over KKOK, a local station.

MONTANA - Most of the broadcasting is done from the studios of KGVO, a commercial station, although there are some broadcasts from the campus by remote control. An All-University Radio Committee composed of instructors who offer radio courses and whose departments include radio work, forms policies and practices for the entire campus. The University works in collaboration with the Montana Council on Civic Broadcasting. Radio activity is limited due to lack of facilities but plans are under way for centralized campus studios.

NEBRASKA - For several years the University of Nebraska has utilized the facilities of a commercial station affiliated with CBS. Increasing network demands gradually eliminated educational broadcasts of the Institution. For two years broadcasts have consisted of crop and weather reports and five minute discussions

on timely subjects from the College of Agriculture. The Agricultural Extension Service presents a half-hour program once a week from Omaha over a state-wide network.

NEW JERSEY - Rutgers University continues its broadcasts in the field of Agriculture and Home Economics. These programs are broadcast over the Mutual Broadcasting coast-to-coast network from station WOR.

NEW MEXICO - The University has conducted a weekly fifteen minute musical broadcast over station KOB, Station KGGM, Albuquerque's other commercial station, also offers an outlet for programs. The College of Engineering is installing a 350 watt transmitter for short wave broadcasting. Courses are offered in radio play production and radio play writing.

NEW YORK - Columbia University offers courses in radio writing and in production of radio programs. Students will participate in radio dramatic productions over station WJXE.

Syracuse University maintains a radio workshop. Professors and students participate in broadcasts. The workshop also cooperates with civic and professional groups.

NORTH CAROLINA - The University of North Carolina owns and operates its own radio studio opened in January, 1940. The studio activities are under the direction of the Radio Department, a subsidiary of the Extension Division, with R. W. McDonald as head of the Radio Department and Program Director. Each department of the University which produces radio programs is organized with a representative in charge of its radio activities. Ten radio stations in North Carolina, in addition to the Mutual Network, carry regular University programs each week.

NORTH DAKOTA - The University owned station, KFJM, operates with 1000 watts day and 500 watts night power. The University uses the station for an hour and a half each day and rents the remainder of the time to a commercial lessee. A Radio Council is being organized to increase the service facilities of University programs.

OKLAHOMA - The University of Oklahoma owns and operates station WNAD. Plans are under way to improve equipment and to operate a full daytime schedule with a change of frequency. From WNAD programs have been carried throughout the state over a network of six or eight stations. H. R. Heck of the Extension Division has been active in a proposed organization of a state radio council to stimulate and promote public service broadcasting.

OREGON - Station KOAC is state owned and operated under the supervision of the State Board of Higher Education. University students broadcast an average of four hours per week in the fields of news, poetry, music, drama, and quiz programs. Faculty members also broadcast about four hours per week. These broadcasts are made over KOAC at Corvallis by remote control from Eugene. Three regular radio courses are taught. New studios and new equipment are being secured.

SOUTH DAKOTA - The major trend during the past twelve months has been toward increased student control of station policies and practices until KUSD is almost entirely student operated. Actual control is vested in a faculty radio board and faculty director who is the director of the University Information Service. Emphasis has been placed upon educational and public service broadcasts and upon broadcasts by and for children.

TENNESSEE - The Division of University Extension provides six fifteen minute programs each week over WSM, NBC outlet in Nashville; four fifteen minute programs per week over WNOX, Columbia outlet in Nashville, and a half-hour weekly program over WROL, another NBC outlet. Arrangements are made with local stations throughout the state for the use of transcriptions. Oscar E. Sams is in charge of radio work at the University of Tennessee.

TEXAS - The year 1939-40 was the first for the University of Texas to maintain a constant series of programs through two state-wide chains. The programs originated from the University's new studio, Radio House, officially opened in October, 1939. Radio House was constructed and furnished with the latest radio equipment at a cost of approximately \$25,000. It is administered by the Department of Public Relations. Radio has its own staff, assisted by a faculty committee which helps determine the radio policy. Dramatic productions originate in the Radio Workshop with results tested by the Bureau of Research in Education. A total of 256 broadcasts were presented last year. Two radio conferences were held on the campus, one in cooperation with the NBC and the other in cooperation with educators interested in radio.

WISCONSIN - The University of Wisconsin owns and operates WHA (940 kc, 5000 watts). Eight full-time and six part-time workers are in charge of the station. A Committee on Radio Broadcasting is authorized to formulate and recommend broadcasting policies of the University, although station WHA is on the budget of the State Department of Agriculture. During 1939-40, WHA broadcast 58 hours a week at a total cost of \$26,960, or about \$8.80 per broadcasting hour. Thirteen programs, planned especially for school listening, are presented each week over the Wisconsin School of the Air. The Wisconsin Research Project in School Broadcasting, financed by the General Education Board, was terminated in September, 1939. The Wisconsin "College of the Air" is in its seventh year and includes ten courses or weekly series of broadcasts. During a typical week as many as 150 students participate in WHA programs. The station offers a recording service to University and state departments. State departments, other educational institutions and civic organizations carry their messages to the public over station WHA.

COMMITTEE RECOMMENDATIONS

Your Committee recommends:

1. The continued development of broadcasting facilities in member institutions.
2. The promotion of cooperative broadcasting councils.
3. The encouragement of educational agencies to make application for ultra-high frequencies now set aside for education.
4. The continuation of a Radio Committee for next year, the Chairman of which shall be a representative of the N.U.E.A. on the National Committee on Education by Radio.

Respectfully submitted,

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